

To: Heller, Edmund G., Polanco, Fernando A., Marsh, Christopher J., Reidy, Gerald J., Lustig, Charlotte E., Lesniewski, Ronald J., Imbriano, Michael A., Roseto, Joan M., Cosgrove, Bradley J., Dogali, Ellen T., Dabaghian, Charles N., Valderrama, Henry, Frosina, Anthony, Wendelken, R W., Santaniello, Peter J., Shlimoun, Sam, Oneil, J F., Haynes, L R., King, K B., Fusco, Peter J., Sorrentino, R A., Ohare, K M., Mccarthy, T A., Schiller, Howard I., Connolly, Joseph C., Cleerdin, Sean, Fabris, Christopher O., Dominguez, Juan J., Gray, Melanie A., Lipson, Arthur S., Many, Daniel C., Hansen, Margaret I., Cobucci, M J., Colclough, Wallace, Krivoshey, M M., Acevedo, Joan A., Hasni, Amin S., Harrington, Daniel P., Li, J G., Cafaro, Laura G., Azzara, Veronica F., Radtke, J A., Perskin, Martin P., Gralla, Randi L., Segelke, R F., Reuter, Diane E., Fazio, Ronald A., Cruz, Harvey

From: Orourke, Rory

Posted: 11/17/97 16:38

Opened: 11/18/97 8:47

Subject: Winston Prebook Program

This letter outlines a new Winston BOX Prebooking Allowance.

CC: Maney, F, Richards, M, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A., Feltman, John P., Gambardella, Mark R., Brown, Greg, Guaneri, James, Figueroa, David A., 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH), Klein, John F., Alese, Louann F.

51851 9427

To: All Sales and Territory Representatives

SUBJECT: WINSTON Box New Distribution Prebooking Allowance

Purpose: Accelerate distribution levels on WINSTON Box styles to meet/exceed distribution objectives and secure display exposure prior to Philip Morris introducing Marlboro Ultras in January.

Program Details

- \$1.00 per carton Prebooking allowance on the following WINSTON Box styles effective 11/17/97 through 12/19/97: Available on ALL BOX styles:
 - Full Flavor Box 83s
 - Light Box 83s
 - Light Box 100s
 - Ultra Light Box 83s
 - Ultra Light Box 100s
- Maximum of \$10.00 (10 cartons) per store on new distribution only.
- Ensure retail and wholesale order numbers are available for product reorder.
- Merchandising home must be established (PCD or temporary display).
- Highly recommend placing temporary displays and POS.

<u>Description</u>	<u>Item #</u>	<u>SKU</u>
<u>Pack</u>		
Ultra Light Starburst (Available 12/1/97)	538943	1 Per
Small PPD. Card	526172	1 Per
Temporary Pack Counter Display	524741	1 Per
Temporary 20-Pack Shipper Display	524012	1 Per
Temporary 40-Pack Shipper Display	524723	1 Per
WINSTON Full Flavor/Light Box 20-Pack Display (available 12/8/97)	537950	5 Per
WINSTON Ultra Light Box 20-Pack Display (available 12/8/97)	537953	5 Per

- Placement Reporting

WIN BOX PREBOOK

It is recommended that this program be worked during normal coverage.

51851 9428